

Client name

# COMMUNICATING SUSTAINABILITY



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# Overview

- Learning objectives
- Introductions & Planning for success
- What is sustainability?
- Importance of good communication
- Communicating sustainability
- Motivators & Barriers
- Key Communication Skills
- Action Planning



Communicating Sustainability

# LEARNING OBJECTIVES



Communicating Sustainability

# INTRODUCTIONS & PLANNING FOR SUCCESS



Communicating Sustainability

# PREPARING TO COMMUNICATE ABOUT SUSTAINABILITY



# Sustainability?

- What is it?
- Communicate well
- Key benefits to list
- What do you want them to do differently?
- Resistance?
- Difficult questions
- Fears or concerns?
- What happens if they DON'T change?





# 7 Steps

1. What is sustainability
2. Importance of sustainability
3. Benefits to plant of sustainable living
4. What I want you to do differently
5. What are your objections, questions & fears?
6. How can I help you overcome these
7. What will happen if you don't do it?



# How to communicate

- Why
- What
- How
- What if?



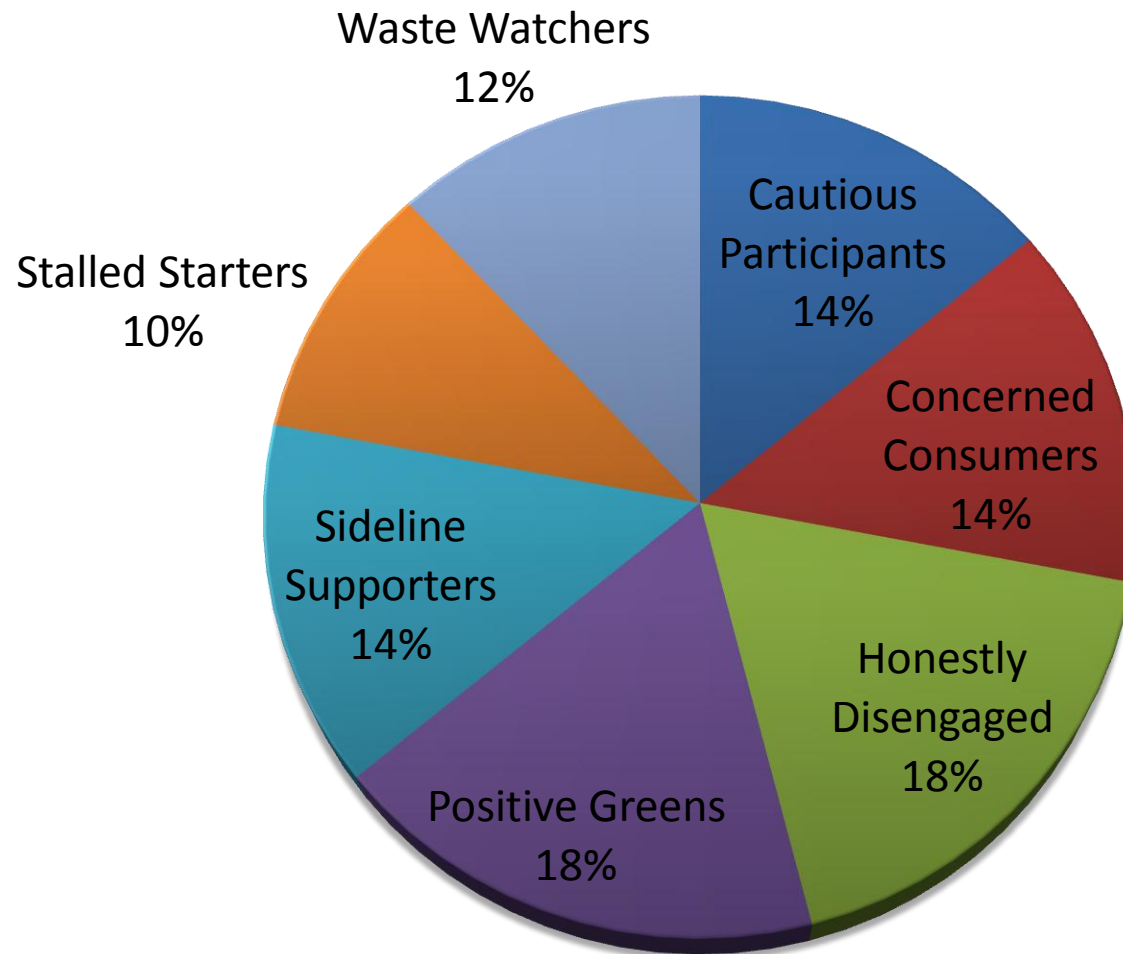


Communicating Sustainability

# MOTIVATORS & BARRIERS



# Defra's 7 Segments



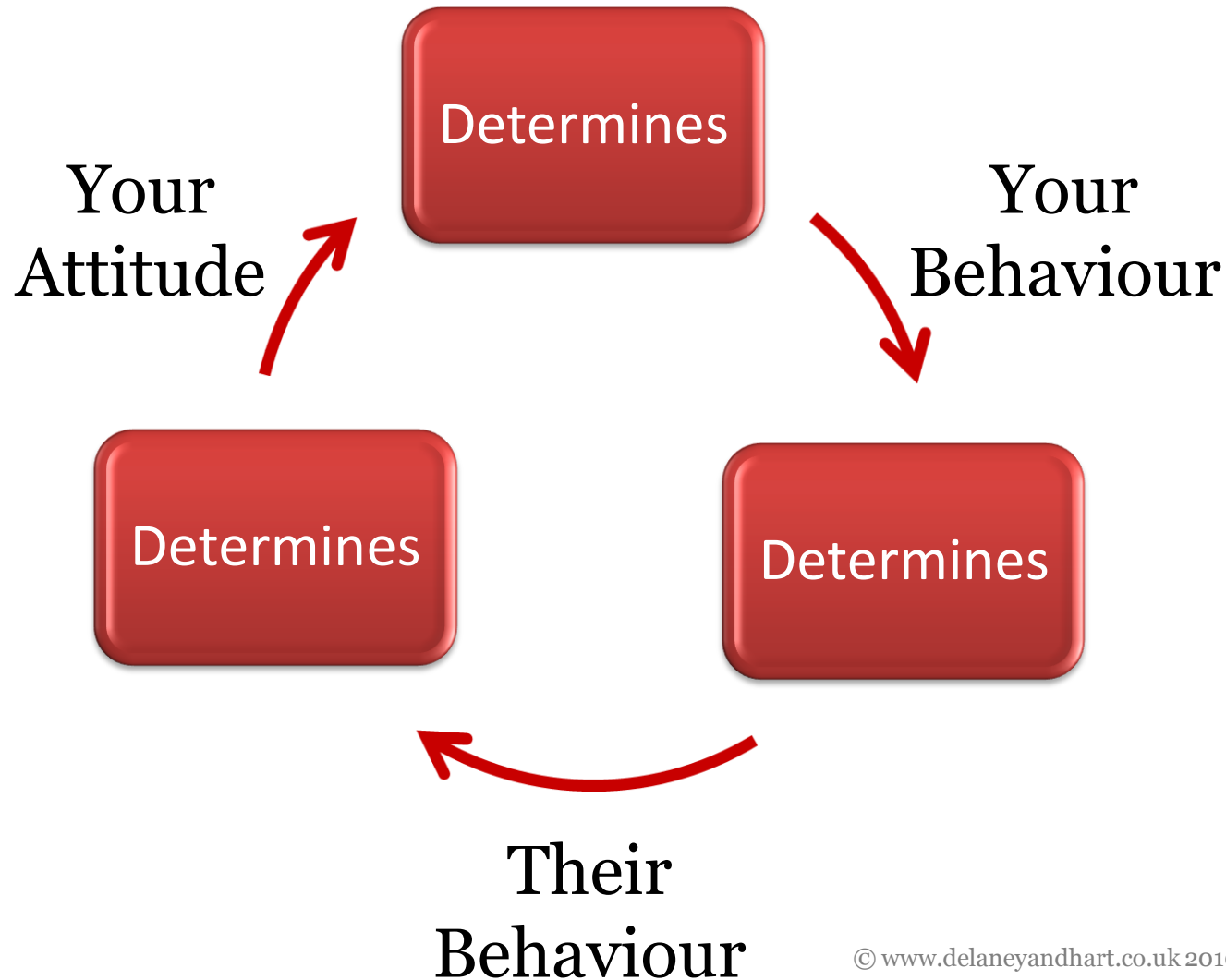
# Common Motivators



# Common Barriers



# Understanding yourself



# “I” Statements

## Limiting Thought

“I’m” embarrassed to communicate about sustainability because I drive my car to work.”





# “I” Statements

Limiting Thought	Replacement Thought
“I’m” embarrassed to communicate about sustainability because I drive my car to work.”	“I” can bring a much-needed dose of reality when I communicate about sustainability because I’m not perfect either – I drive my car to work.”



# Key communication skills

- Communicating Sustainability



# Understanding others



# Engaging your audience



# 7 Rules of Engagement



# 1. Build Rapport





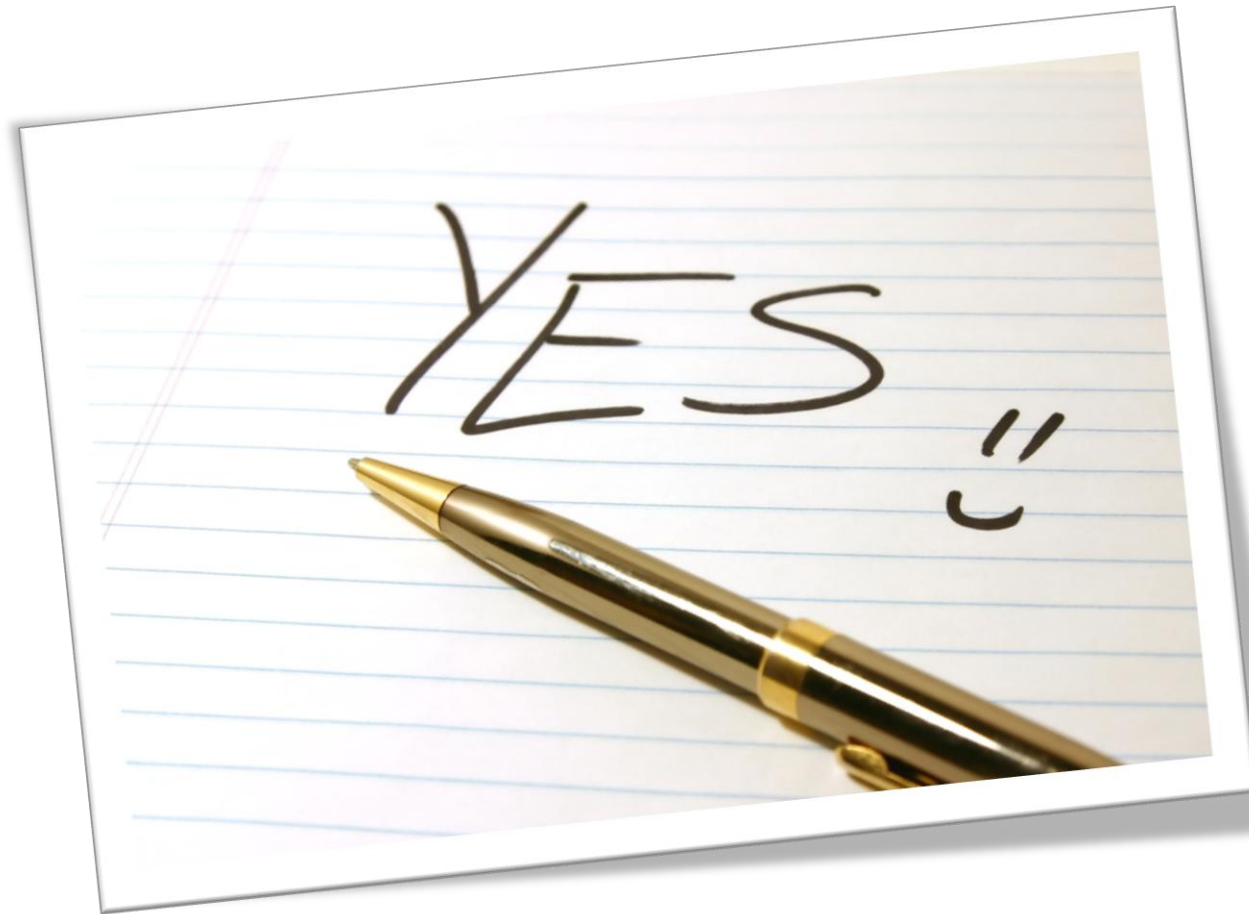
# 2. Get Permission



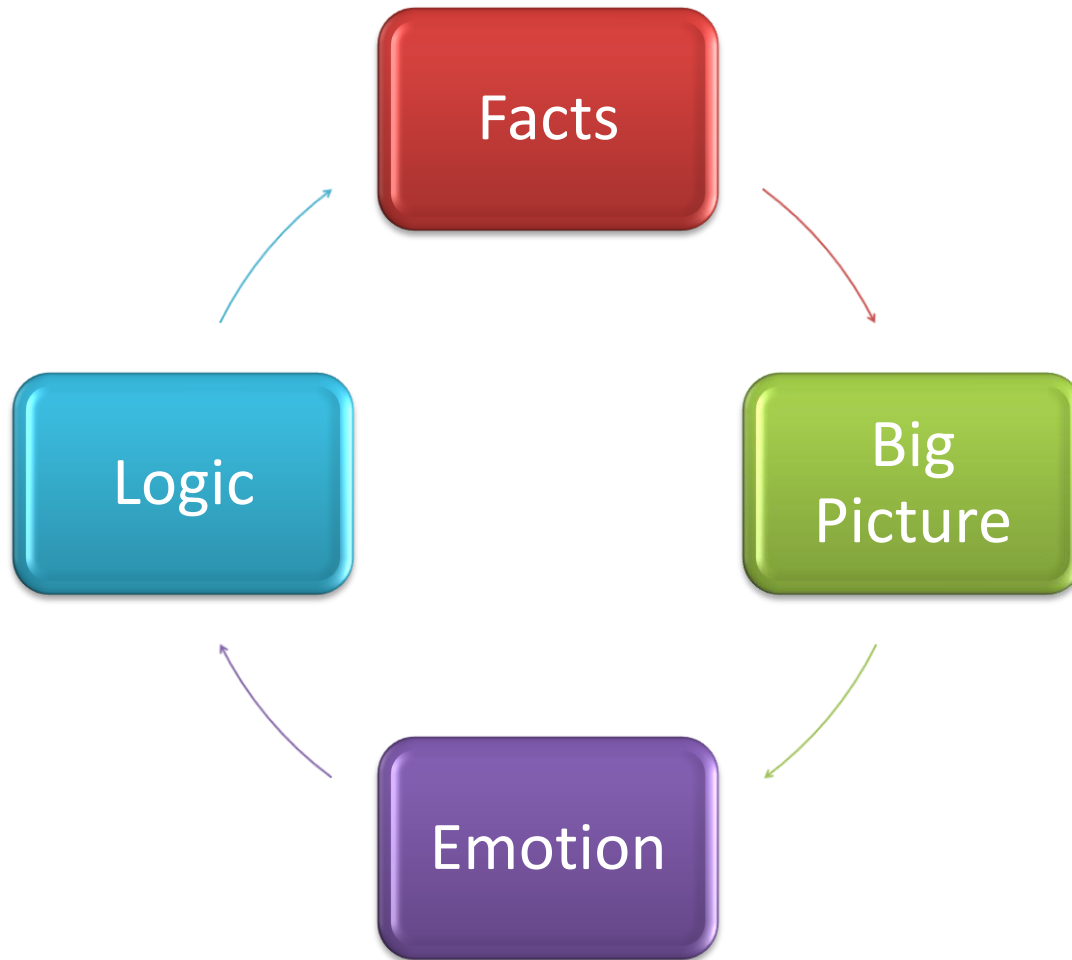
# 3. Tell a story



# 4. Persuasive language



# 5. Appeal to all preferences



## 6. Law of contrast



# 7. Body language

- Energy
- Passion
- Relaxation





# Actions



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